

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

AUGUST 25-31, 1980 2

Program Name	New York Time			NIELSEN AVERAGE				No. Sta.	Prog. Covg.	Program Name	New York Time			NIELSEN AVERAGE				No. Sta.	Prog. Covg.
	Duration	Day	Ntwk	Households (000)	%	Share %	Duration				Day	Ntwk	Households (000)	%	Share %				
EVENING																			
ABC FRIDAY NIGHT MOVIE	9:00	116	FRI.	A	9,230	12.1	24	170	94	LAVERNE & SHIRLEY	8:30	30	TUE.	A	12,670	16.6	31	202	98
ABC MONDAY NIGHT MOVIE	9:00	120	MON.	A	13,890	18.2	31	186	96	LITTLE HOUSE-PRAIRIE	8:00	60	MON.	N	10,220	13.4	25	213	99
ABC NEWSBRIEF-M-F	VAR	VAR	M-F	A	11,900	15.6	29	187	96	LOU GRANT	10:00	60	MON.	C	12,510	16.4	28	193	99
ABC NEWSBRIEF-SAT.	9:28	01	SAT.	A	13,200	17.3	35	186	97	LOVE BOAT	8:00	90	SAT.	A	11,670	15.3	34	183	96
ABC NEWSBRIEF-SUN.	8:58	01	SUN.	A	11,140	14.6	30	181	97	M*A*S*H	9:00	30	MON.	C	16,860	22.1	38	195	99
ABC SUNDAY NIGHT MOVIE	9:00	116	SUN.	A	9,690	12.7	25	135	88	MORK & MINDY	8:00	30	THU.	A	9,690	12.7	26	197	96
ABC WORLD NEWS TONIGHT	6:30	30	M-F	A	8,090	10.6	24	200	99	NBC MONDAY NIGHT MOVIES	9:00	120	MON.	N	11,520	15.1	26	206	99
ABC WRLD NEWS TONIGHT-SUN	6:30	30	SUN.	A	4,430	5.8	17	159	88	NBC NEWS UPDATE-M-F	VAR	01	M-F	N	10,070	13.2	25	174	91
ALICE	9:00	30	SUN.	C	10,990	14.4	28	153	90	NBC NEWS UPDATE-SAT.	8:58	01	SAT.	N	5,650	7.4	16	177	88
ANGIE	8:30	30	THU.	A	10,680	14.0	26	194	95	NBC NEWS UPDATE-SUN.	8:58	01	SUN.	N	7,320	9.6	20	179	94
ARCHIE BUNKER'S PLACE	8:00	30	SUN.	C	8,850	11.6	26	185	97	NBC NIGHTLY NEWS-SAT.	6:30	30	SAT.	N	5,800	7.6	22	147	82
BARNABY JONES	9:00	60	THU.	C	10,530	13.8	24	171	93	NBC NIGHTLY NEWS-SUN.	6:30	30	SUN.	N	5,340	7.0	19	156	83
BARNEY MILLER	9:00	30	THU.	A	13,430	17.6	31	192	96	NBC NIGHTLY NEWS	6:30	30	M-F	N	7,320	9.6	22	202	97
BENSON	8:00	30	FRI.	A	8,090	10.6	24	182	96	NBC SAT NIGHT MOVIE SPEC.(S)	9:00	90	SAT.	N	7,250	9.5	20	182	90
BIG EVENT	9:00	115	SUN.	N	7,940	10.4	20	157	88	NBC THURSDAY NIGHT MOVIES	9:00	120	THU.	N	12,210	16.0	28	203	99
BUCK ROGERS-25TH CENTURY	8:00	60	SAT.	N	6,100	8.0	19	192	92	NBC TUESDAY NIGHT MOVIE	9:00	116	TUE.	N	11,290	14.8	25	201	97
CBS EVENING NEWS-CRONKITE	6:30	30	M-F	C	9,080	11.9	27	195	99	NEWSBREAK-M-F	VAR	VAR	M-F	C	10,450	13.7	25	162	91
CBS EVENING NEWS-DEAN	6:30	30	SUN.	C	4,810	6.3	18	166	87	NEWSBREAK-SAT.	8:58	01	SAT.	C	5,720	7.5	17	161	85
CBS REPORTS(S)	10:00	60	WED.	C	8,160	10.7	20	186	95	NEWSBREAK-SUN.	8:58	01	SUN.	C	8,580	11.6	24	164	92
CBS SAT. NEWS-SCHIEFFER	6:30	30	SAT.	C	4,350	5.7	16	131	71	NFL PRE-SEASON FTBL-CBS(S)	9:00	193	SAT.	C	9,840	12.9	29	200	98
CBS TUESDAY NIGHT MOVIES	9:00	115	TUE.	C	10,910	14.3	24	169	96	NFL PRE-SEASON FTBL-NBC(S)	8:30	202	FRI.	N	7,860	10.3	22	212	99
CHARLIE'S ANGELS	9:00	60	WED.	A	14,570	19.1	32	199	98	NOBODY'S PERFECT	9:30	30	THU.	A	11,900	15.6	27	186	94
CHIPS	8:00	60	SUN.	N	8,090	10.6	23	207	98	ONE DAY AT A TIME(B)	9:30	30	MON.	C	14,880	19.5	33	190	99
DALLAS	10:00	60	FRI.	C	16,790	22.0	42	194	98	ONE DAY AT A TIME	8:30	30	SUN.	C	8,160	10.7	22	178	97
DIFF'RENT STROKES	9:00	30	WED.	N	11,670	15.3	26	194	96	QUINCY, M.E.	10:00	60	WED.	N	12,280	16.1	30	192	94
DISNEY'S WONDERFUL WORLD	7:00	60	SUN.	N	7,250	9.5	24	206	97	REAGAN/BUSH COMMITTEE(S)	10:56	04	THU.	A	10,910	14.3	27	191	97
DUKES OF HAZZARD	9:00	60	FRI.	C	14,340	18.8	37	190	97	REAL PEOPLE	8:00	60	WED.	N	12,740	16.7	31	207	98
ED CLARK FOR PRES. COMM-1(S)	10:56	04	FRI.	A	8,010	10.5	21	181	97	SANFORD	9:30	30	WED.	N	9,540	12.5	21	189	94
ED CLARK FOR PRES. COMM-2(S)	10:56	04	SUN.	A	8,160	10.7	22	141	89	SHERIFF LOBO	8:00	60	TUE.	N	9,380	12.3	24	189	95
ED CLARK FOR PRESIDENT(S)	10:55	05	TUE.	C	7,710	10.1	18	170	97	60 MINUTES	7:00	60	SUN.	C	13,510	17.7	45	198	99
ED CLARK-PRES.(S)	10:55	05	SUN.	N	7,710	10.1	21	158	89	TAXI	9:30	30	TUE.	A	15,570	20.4	34	204	99
EIGHT IS ENOUGH	8:00	60	WED.	A	11,290	14.8	28	200	98	THAT'S INCREDIBLE	8:00	60	MON.	A	11,750	15.4	29	197	98
FANTASY ISLAND	9:30	90	SAT.	A	12,670	16.6	35	192	98	THOSE AMAZING ANIMALS(S)	8:00	60	SUN.	A	10,760	14.1	31	175	95
FANTASY ISLAND SUNDAY SP(S)	7:00	60	SUN.	A	4,580	6.0	15	183	97	THREE'S COMPANY	9:00	30	TUE.	A	16,400	21.5	37	203	99
FLO	8:00	30	MON.	C	11,290	14.8	30	183	98	TIM CONWAY SHOW	8:30	30	SAT.	C	6,260	8.2	19	168	89
FUNNY BUSINESS(S)	8:00	120	WED.	C	11,220	14.7	26	180	98	TRAPPER JOHN, M.D.	10:00	60	SUN.	C	9,540	12.5	25	147	86
GAMES PEOPLE PLAY	8:00	60	THU.	N	12,510	16.4	32	188	96	20/20	10:00	56	THU.	A	14,190	18.6	33	191	97
GOOD TIME HARRY	10:30	30	SAT.	N	4,960	6.5	14	180	88	VEGA\$	10:00	60	WED.	A	14,120	18.5	34	194	97
GOODTIME GIRLS	8:30	30	FRI.	A	9,230	12.1	26	179	96	WALTONS	8:00	60	THU.	C	7,550	9.9	19	176	96
HAPPY DAYS	8:00	30	TUE.	A	11,670	15.3	31	200	97	WHITE SHADOW	8:00	60	TUE.	C	8,700	11.4	22	165	96
HART TO HART	10:00	60	TUE.	A	14,340	18.8	33	198	99	WKRP IN CINCINNATI	8:30	30	MON.	C	13,050	17.1	31	195	99
HERE'S BOOMER	8:00	30	FRI.	N	6,410	8.4	19	170	89	WKRP IN CINCINNATI	8:00	30	SAT.	C	8,620	11.3	27	177	95
INCREDIBLE HULK	8:00	60	FRI.	C	10,000	13.1	29	182	97	NUMBER OF PROGRAMS	87								
JEFFERSONS	9:30	30	SUN.	C	11,600	15.2	29	146	89										
KNOTS LANDING	10:00	60	THU.	C	10,000	13.1	23	182	97										

1 Partial time interruption within program.

+ Excludes delays which occurred after the week covered by this report.

S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards

U.S. TV Households: 76,300,000

3

AUGUST 25-31, 1980 4

(S) Special or Preempting Program. (B) Breakout due to coverage or change in telecast day.

U.S. TV Households: 76,300,000

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

AUGUST 25-31, 1980 6

Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration	Day			Households (000)	%	Share %		
WEEKEND DAYTIME (CONT)									
DEAR ALEX & ANNIE-11.56AM	11:56	03 SAT.	A	3,360	4.4	21	179	91	
DEAR ALEX & ANNIE-11.26AM	11:26	03 SUN.	A	1,980	2.6	14	103	78	
FACE THE NATION	11:30	30 SUN.	C	2,670	3.5	19	172	95	
FLASH GORDON(B)	12:30	30 SAT.	N	2,900	3.8	16	156	77	
FRED & BARNEY/SHMOO 1	9:00	30 SAT.	N	2,440	3.2	21	198	98	
FRED & BARNEY/SHMOO 2	9:30	30 SAT.	N	2,370	3.1	18	198	98	
FRED & BARNEY/SHMOO 3	10:00	30 SAT.	N	2,750	3.6	19	198	98	
GODZILLA	12:00	30 SAT.	N	2,750	3.6	17	165	79	
GODZILLA/GLOBETROTTERS 1	8:00	30 SAT.	N	1,450	1.9	23	192	97	
GODZILLA/GLOBETROTTERS 2	8:30	30 SAT.	N	2,140	2.8	24	192	97	
GREATEST SUPERFRIENDS-1	8:00	30 SAT.	A	1,910	2.5	31	193	97	
GREATEST SUPERFRIENDS-2	8:30	30 SAT.	A	2,670	3.5	30	193	97	
IN THE NEWS- 8.26AM	8:26	03 SAT.	C	1,910	2.5	25	182	97	
IN THE NEWS- 8.56AM	8:56	03 SAT.	C	3,360	4.4	33	182	97	
IN THE NEWS- 9.26AM	9:26	03 SAT.	C	5,110	6.7	40	202	99	
IN THE NEWS- 9.59AM	9:59	03 SAT.	C	5,420	7.1	39	203	99	
IN THE NEWS-11.56AM	11:56	03 SAT.	C	4,730	6.2	28	188	96	
IN THE NEWS-12.26PM	12:26	03 SAT.	C	3,890	5.1	22	171	92	
IN THE NEWS-12.56PM	12:56	03 SAT.	C	3,890	5.1	22	166	92	
IN THE NEWS- 8.26AM-SUN.	8:26	03 SUN.	C	530	.7	10	41	37	
* SCOOPY DOO(S)	10:00	30 SAT.	A						
SKATEBIRDS	8:00	30 SUN.	C						
SPORTSWORLD	4:00	90 SUN.	N						
SUNDAY MORNING	9:00	90 SUN.	C						
TARZAN AND SUPER SEVEN 1	12:00	30 SAT.	C						
TARZAN AND SUPER SEVEN 2	12:30	30 SAT.	C						
TIME OUT-9:45AM	9:45	02 SAT.	N						
TIME OUT-10:58AM	10:58	02 SAT.	N						
TIME OUT-11:58AM	11:58	02 SAT.	N						
* U.S. OPEN TENNIS CHAMP-SA(S)	1:00	300 SAT.	C						
* U.S. OPEN TENNIS CHAMP-SU(S)	1:00	300 SUN.	C						
NUMBER OF PROGRAMS 71									

IN THE NEWS- 8.56AM-SUN.	8:56	03 SUN.	C		760	1.0	10	41	35
IN THE NEWS-10.56AM	10:56	03 SAT.	C		4,200	5.5	27	190	96
IN THE NEWS-11.26AM	11:26	03 SAT.	C		4,200	5.5	26	191	96
ISSUES AND ANSWERS	12:00	30 SUN.	A		1,530	2.0	10	140	87
JASON OF STAR COMMAND	8:30	30 SUN.	C		530	.7	7	41	35
JETSONS	11:00	30 SAT.	N		2,900	3.8	18	195	95
JONNY QUEST	11:30	30 SAT.	N		3,050	4.0	19	189	93
KIDS ARE PEOPLE TOO II	10:30	30 SUN.	A		2,210	2.9	16	103	78
KIDS ARE PEOPLE TOO III	11:00	30 SUN.	A		2,060	2.7	15	103	78
LAFF-A-LYMPICS	11:30	30 SAT.	A		4,270	5.6	27	179	91
MEET THE PRESS	12:30	30 SUN.	N		2,210	2.9	15	192	97
MIGHTY MOUSE-HECKL-JECKL 1	8:00	30 SAT.	C		1,530	2.0	22	182	97
MIGHTY MOUSE-HECKL-JECKL 2	8:30	30 SAT.	C		2,820	3.7	29	182	97
* NASL CHAMP. SOCCER-SAT.(S)	2:00	202 SAT.	A		1,980	2.6	10	176	94
NBC MAJOR LEAGUE PRE GAME	2:00	19 SAT.	N		4,430	5.8	26	195	93
NBC MAJOR LEAGUE BASEBALL	2:19	179 SAT.	N		6,030	7.9	30	195	93
NEW FAT ALBERT SHOW	11:30	30 SAT.	C		4,120	5.4	24	188	96
PLASTICMAN COMEDY-SHOW-1	9:00	30 SAT.	A		2,750	3.6	24	193	99
PLASTICMAN COMEDY-SHOW-2	9:30	30 SAT.	A		3,360	4.4	25	193	99
SCHOOLHOUSE ROCK-8.56AM	8:56	03 SAT.	A		2,370	3.1	26	193	97
SCHOOLHOUSE ROCK-10.26AM	10:26	03 SAT.	A		4,270	5.6	29	191	98
SCHOOLHOUSE ROCK-11.26AM	11:26	03 SAT.	A		4,880	6.4	30	192	97
SCHOOLHOUSE ROCK-11.55AM	11:55	04 SUN.	A		1,450	1.9	9	111	71
SCOOPY AND SCRAPPY DOO-1	10:30	30 SAT.	A		4,650	6.1	30	192	97
SCOOPY AND SCRAPPY DOO-2	11:00	30 SAT.	A		4,810	6.3	30	192	97

Δ Partial time interruption within program.

+ Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards

U.S. TV Households: 76,300,000